

TO: Andrew P. Powers, City Manager

FROM: Alexandra South, Director of Strategic Communications & Public Affairs

DATE: May 21, 2024

SUBJECT: Celebration of the City's 60th Anniversary through the Arts

RECOMMENDATION:

1. Approve budget appropriation and authorize expenditure in FY 2023-24 in the amount of \$25,000 from A/C #001-0000-311-1000 (General Fund, Fund Balance) to A/C #001-1240-674-5699 (General Fund, Special Events – Contracted Services).
2. Approve budget appropriation and authorize expenditure in FY 2024-25 in the amount of \$35,000 from A/C #001-0000-311-1000 (General Fund, Fund Balance) to #001-1240-674-5699 (General Fund, Special Events – Contracted Services).
3. Find that this action is not a project as defined under the California Environmental Quality Act.

LEVINE ACT ITEM: No

FINANCIAL IMPACT:

\$25,000 Increase to FY 2023-24 General Fund Budget and \$35,000 Increase to FY 2024-25 General Fund Budget. \$25,000 increase to the FY 2023-24 General Fund Budget and \$35,000 increase to the FY 2024-25 General Fund Budget is requested to support additional free cultural programming for the community to celebrate the City's 60th Anniversary.

BACKGROUND:

This year marks the 60th Anniversary of the City's incorporation. On September 29, 1964, the community voted to incorporate and selected the name City of Thousand Oaks, honoring the area's abundant, majestic oak trees.

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In the first years of Cityhood, nearly 20,000 people lived within the 14.28 square miles of the newly drawn boundaries. The City has a rich history of celebrating this historic event through various celebrations over the last six decades, including creating time capsules, parades, and community events.

The celebrations have traditionally centered around community gatherings to share stories and build connections while honoring the region's history. Marking the City's 60th Anniversary is essential to community cohesion and building a sense of belonging. The City can connect directly with residents through the Cultural Affairs Department, which has expertise in producing free community events to expand awareness of current offerings and expose new groups to cultural programming.

DISCUSSION/ANALYSIS:

The Cultural Affairs Department has successfully produced the Pop-Up Arts & Music Festival for several seasons. Centered around building community and increasing exposure and accessibility of the arts to all, the series has significant attendance and continues to grow in popularity. Taking place each Friday and Saturday in June, the series features free events for the community in various parks and spaces throughout the City. Last year, the festival drew approximately 3,000 attendees across 10 events.

The City's 60th Anniversary presents an opportunity to expand the free series to the community, reaching more people. Coincidentally, this year also marks the 30th Anniversary of the Civic Arts Plaza. The requested funding will add an event later in the summer which will take place on the lawn at City Hall. This additional pop-up event will broaden engagement at the Civic Arts Plaza campus by providing more activities for residents to learn about the City, outreach opportunities from partner agencies, and accommodating a larger number of attendees compared to regular pop-up events. The City will also co-brand the entire series with the 60th Anniversary branding for the season to raise awareness of the 60th Anniversary, leading attendees to resources and information about the City's history.

In addition to Pop-up events, the requested funding will bring a new type of programming to the City, the Concert Truck. The Concert Truck is a traveling music venue that strengthens communities by redefining the concert experience and making live music accessible to everyone. This type of programming makes cultural programming more accessible than ever by parking in neighborhoods, parks, schools, and other spaces with a smaller footprint. This series will bring six concerts in seven days to unique spaces around the City during the fall of 2024.

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The Concert Truck offers a branded display that will help to increase awareness of the variety of programming offered by the City. It also seeks to reach new audiences, including underserved community members and those who typically don't have the opportunity to attend live performances at the theatres.

The cost of marketing of the expanded events across print, social media, email blasts, and more is also included in this funding request.

COUNCIL GOAL COMPLIANCE:

Meets the following City Council goals:

A. Create a more equitable, accessible, safe, welcoming, and inclusive government and community regardless of race, color, ethnicity, religion, sex, physical or mental ability, sexual orientation, gender identity and expression, age, language, education, and/or socio-economic status.

G. Continue City's commitment to community and cultural programs and services (such as Performing Arts/Theatres, Libraries, TOTV, Visual Arts, Youth and Senior Programs).